Retail Setup Sheet

Portable USB 3.0 Hard Drive

Headline Positioning

Future-ready capacity and storage

Ad Copy

39 Character DMR copy – HP Portable Hard Drive 1 TB USB 3.0/2.0
39 Character DMR copy – HP Portable Hard Drive 750 GB USB 3.0/2.0
39 Character DMR copy – HP Portable Hard Drive 500 GB USB 3.0/2.0
72 Character DMR copy – HP Portable Hard Drive 1 TB high capacity USB 3.0/2.0
72 Character DMR copy – HP Portable Hard Drive 750 GB high capacity USB 3.0/2.0
72 Character DMR copy – HP Portable Hard Drive 500 GB high capacity USB 3.0/2.0

Highlights

- Dual USB 3.0 and USB 2.0 compatibility
- Up to 3x faster transfer rates with USB 3.0
- High-capacity portable storage
- Includes SimpleSave™ backup software
- USB-powered

Keywords

external storage, portable drive, hard drive, USB 3.0, Hewlett Packard, HP, USB 2.0, extra storage, high capacity, backup, backup software, SimpleSave

Copy

Short

This portable hard drive from HP, the brand you trust, is designed for users who want reliable backup and storage for their mobile lifestyle. It offers high-capacity storage and features compatibility with USB 2.0 and USB 3.0 for long-term connectivity.

Medium

Back up your files and add extra storage to your computer with this lightweight, portable drive from HP, the world's largest and most trusted computer manufacturer. It offers flexible connectivity with USB 2.0 for compatibility today and USB 3.0 for performance tomorrow. High capacity in a compact design makes it easy to carry your important files with you anywhere.

Long

Back up your files and take them anywhere with this high-capacity portable hard drive. With HP reliability and dual USB 3.0 and USB 2.0 compatibility, this drive is designed for fast, reliable performance.

USB 3.0 + USB 2.0 interface – This portable hard drive offers USB 2.0 connectivity for today and USB 3.0 speed for tomorrow.

Transfer files up to 3x faster than USB 2.0– Connect to a USB 3.0 port to access and save files up to 3x faster than when connected to a USB 2.0 port. You can transfer a 2-hour HD movie in just 5 minutes instead of over 14 minutes.*
**Performance may vary based on user's hardware and system configuration.*

HP reliability– Feel confident knowing you are buying from HP, a trusted brand known around the world. This drive is designed to work seamlessly with your HP notebook or desktop computer.

SimpleSave™ backup software – There's no need to install and learn software; it's practically hands-free. The backup software finds all your valuable data and, after the first backup, it frequently checks for file changes so your backup is always up-to-date.

High capacity in a compact design – This stylish drive features maximum capacity to store all your important files. Its compact design makes it easy to drop in a pocket or purse and take with you anywhere.

USB-powered -- Powered directly from the USB port on your computer. No separate power supply is needed.

Features

- Dual USB 3.0 and USB 2.0 compatibility
- Up to 3x faster transfer rates with USB 3.0
- High-capacity storage to go
- SimpleSave backup software

Ideal for

- Connecting with your USB 2.0 port today
- Using with USB 3.0 when you upgrade your computer
- Transferring files up to three times faster that USB 2.0
- Backing up your important files and taking them with you
- Adding extra storage space for photos, videos, and music

Contents

- Portable hard drive
- USB cable
- SimpleSave software
- Quick Install Guide

Compatibility

- An available USB 3.0 or 2.0 port
- Windows® XP, Windows Vista®, Windows 7

Product Specifications

Interfaces	USB 3.0 and 2.0
RoHS compliant[1]	Yes

Power Specifications

Input voltage	N/A – USB-powered
Input frequency	N/A – USB-powered

Environmental Specifications

Operating temperature	5℃ to 35℃
Non-op. temperature	-40℃ to 65℃

Drive Dimensions

	English	Metric
Height	0.7 in	19 mm
Width	3.1 in	78 mm
Length	4.4 in	112 mm
Weight	0.42 lb	0.19 kg

Packaging Specifications

	USA	Euro	Metric
Retail box size			
Face width	5.07 in	129 mm	129 mm
Shelf depth	1.94 in	49 mm	49 mm
Face height	6.61 in	168 mm	168 mm
Retail box weight (max)	0.58 lb	0.26 kg	0.26 kg
Master carton size	9.9 x 5.4 x 7.1 in.	251 x 138 x 180 mm	251 x 138 x 180 mm
Master carton weight	3.26 lb	1.48 kg	1.48 kg
Packages per master carton	5	5	5
Master cartons per pallet	198	186	198
Pallet load weight	687.7 lb	298.28 kg	311.93 kg
Pallet load size	48 x 40 x 49 in.	1200 x 800 x 1240 mm	1219 x 1016 x 1240 mm

Note: Packaging may vary by region

Compatible with Windows 7

Powered by an ENERGY STAR® qualified adapter for a better environment

Retail UPC

Capacity[3]	PAN-AM Order Number	PAN-AM UPC	EMEA Order Number	EMEA UPC
500 GB	WDBACZ5000ABK-NESN	7 18037 77144 1	WDBACZ5000ABK-EESN	7 18037 77143 4
750 GB	WDBACZ7500ABK-NESN	7 18037 77148 9	WDBACZ7500ABK-EESN	7 18037 77147 2
1 TB	WDBACZ0010ABK-NESN	7 18037 77140 3	WDBACZ0010ABK-EESN	7 18037 77139 7

	APAC Order Number	APAC UPC
500 GB	WDBACZ5000ABK-PESN	7 18037 77145 8
750 GB	WDBACZ7500ABK-PESN	7 18037 77149 6
1 TB	WDBACZ0010ABK-PESN	7 18037 77141 0

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Note: Not all products may be available in all regions of the world.

Limited Warranty[2]

Pan-Am and EMEA	2 years
APAC	3 years

For service and literature:

http://www.hp.com/support

Customer Care Phone Numbers

Use the HP Customer Care number below during and after your product's warranty period. Support is provided free of charge during the warranty period. A per-incident charge applies after the warranty period.
NOTE: Long distance charges may apply.

During Warranty Period

US
Free phone support is available for customers whose media drives are still within their stated warranty period.
1-866-444-7407
Outside the US
+800-636-666666

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[1] *HP complies with the Restriction of Hazardous Substances (RoHS) Directive 2002/95/EC of the European Parliament, which is effective in the EU beginning July 1, 2006. RoHS aims to protect human health and the environment by restricting the use of certain hazardous substances in new equipment, and consists of restrictions on lead, mercury, cadmium, and other substances.*
[2] *The term of the limited warranty may vary by region. Visit support.wdc.com/warranty for details.*
[3] *As used for storage capacity, one megabyte (MB) = one million bytes, one gigabyte (GB) = one billion bytes, and one terabyte (TB) = one trillion bytes. Total accessible capacity varies depending on operating environment. As used for buffer or cache, one megabyte (MB) = 1,048,576 bytes. As used for transfer rate or interface, megabyte per second (MB/s) = one million bytes per second, megabit per second (Mb/s) = one million bits per second, and gigabit per second (Gb/s) = one billion bits per second. Effective maximum SATA 3 Gb/s or 1.5 Gb/s transfer rate calculated according to the Serial ATA specification published by the SATA-IO organization as of the date of this specification sheet. Visit www.sata-io.org for details.*